

| Ref # | Hits | Search Query  | DBs  | Default Operator | Plurals | Time Stamp       |
|-------|------|---|--|------------------|---------|------------------|
| L4    | 143  | ((marketing near4 campaign) same effectiveness)                     | US-PGPUB;<br>USPAT;<br>EPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2005/09/26 16:37 |
| L5    | 17   | ((marketing near4 campaign) same effectiveness) and (click-through) | US-PGPUB;<br>USPAT;<br>EPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2005/09/26 16:39 |
| L6    | 70   | ((bill or billing) near4 advertiser) and (click-through)            | US-PGPUB;<br>USPAT;<br>EPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2005/09/26 17:08 |
| L16   | 3124 | 705/14.ccls.  | US-PGPUB;<br>USPAT;<br>EPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2005/09/26 17:19 |